



HANNOVER FAIR 2016

PARTNER COUNTRY – UNITED STATES

April 24-29, 2016
Hannover, Germany



A great opportunity for U.S. Companies, Economic Development Organizations, Academia and Research & Technology Organizations

THE WORLD'S LARGEST TRADE SHOW FOR INDUSTRIAL GOODS & TECHNOLOGY

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The United States will be Partner Country at the 2016 Hannover Fair!

<http://trade.gov/events/hannovermesse/>

The whole world meets in Hannover

200,000

visitors per year

30%

from abroad

**Positive response
among the visitors**

68%

are planning to
return

5.5 million
business contacts in 5 days

6,500 exhibitors
from 70 countries

150 business delegations
from across the globe

2,500 journalists
from 42 countries

16 Halls & Pavilions
(5.3 million sq. ft.)

**Strong interest in
specialized topics**

95%

trade visitors

Top decision-makers

68%

decision-makers
(determining or advisory role)

U.S. INVESTMENT PAVILION & 8 INDUSTRY PAVILIONS

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U.S. Investment

- 50 U.S. EDOs
- Room for Related Organizations (Chambers, Service Providers)
- **Exhibitor booths start at ~ \$9,000 (4 options)**
- [Learn More](#)

Instrumentation, Sensors and Controls

- Safety and Security Technology
- Smart Factory Components
- Microelectronics and hybrid technology
- **Exhibitor booths start at \$7,560**
- [Learn More](#)

Process and Production Automation

- Assembly/ machine construction
- Automated engineering
- Motor components
- Ventilators and fans for electrical devices
- [Learn More](#)

Industrial Supply

- Steel & non-ferrous materials
- Cable and wire equipment
- Fastener systems
- Lightweight construction products
- [Learn More](#)

Energy

- Smart Grids
- Environmental Tech
- Power Systems
- Pipeline Tech
- [Learn More](#)

Research & Technology

- Start-up Companies
- R&D Labs
- Universities
- Life Science and Nano Tech
- [Learn More](#)

Automation Technology and IT

- 3D Printing
- Industry Software and Engineering
- Open Source data associations
- Software solutions
- [Learn More](#)

MobiliTec

- Alternative Fuel
- Hybrid drive tech
- Technical publications
- [Learn More](#)

U.S. Materials

- Intelligent Surfaces
- Nanotechnologies
- Lightweight Materials and Composites
- [Learn More](#)

A great opportunity for Economic Development Organizations, U.S. Companies, Academia, and Research & Technology Organizations

EDOs: register by November 30 to ensure booth availability!



- Meet one-on-one with potential investors, government officials, and other interested parties
- Emphasize why your U.S. jurisdiction is a prime location for business investment
- Easy access to the Research & Technology Pavilion (next to Hall 3)
- Refer investors with federal questions to the SelectUSA booth
- Exhibitors have access to on-site support, on-demand interpretation, and additional meeting and lounge space in the pavilion
- Increased visibility, signage, TV and press coverage, accompanying seminars, substantive discussions

For more information about Investment Services (pre-show/on-site):
David Campbell. Tel. (202) 482-4750. david.campbell@trade.gov

U.S. NATIONAL INVESTMENT PAVILION

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Did your State receive a STEP grant for FY2016? You may be able to apply STEP \$ to facilitate attendance at HM16. See slide 15

- U.S. Partner Country spotlight
- Hall 3 (“Global Business & Markets Exhibition Hall for Investment, Economic Development and Joint Ventures”)
- Focal Point for Partner Country Activities: Ribbon Cutting by Heads of State. Partner Country Reception
- **For U.S. EDOs (state, regional, etc.)**
- Open Networking Area
- Private Meeting Space
- **SelectUSA Investment Services including Promotion + Preparation**
- Will attract companies, investors, foreign officials and media
- 4 options: packages start at ~ \$9,010

Goal: 50 EDO Exhibitors + SelectUSA



24,000 sq. ft.

<http://tinyurl.com/o8nb232>

We are contacting EDOs in partnership with the German-American Chambers of Commerce (GACC). Their contact information is on slide 16

Payment Terms

1. Purchasing EDO (main exhibitor) pays processing fee (~ \$400) when contract is received
2. Basic rent (e.g. ~ \$9,000 for Bronze booth) is due by January 10, 2016
3. Each EDO co-exhibitor (Platinum booths only) pay nominal registration fee (~ \$400)



- The U.S. Investment Pavilion will have unified logo, messaging & colors
- Branding will be consistent to the 8 U.S. Industry Pavilions
- Enhanced marketing and promotional to potential investors, partners, and international media before and during the show help you to connect to 200,000 attendees

U.S. NATIONAL INVESTMENT PAVILION

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EDOs purchasing Platinum booths can add up to 3 additional EDOs to join their booth
Each co-exhibiting EDO pays a nominal registration fee of ~ \$400
This may be your best value!



Platinum Package* ■ €24,500 (~ \$27,000)
■ 260 sq. ft.



Gold Package* ■ €18,500 (~ \$20,000)
■ 194 sq. ft.



Silver Package* ■ €12,500 (~ \$14,000)
■ 130 sq. ft.



Bronze Package* ■ €8,500 (~ \$9,000)
■ 87 sq. ft.

*** Illustration contains optional fixtures / furnishings**

U.S. NATIONAL INVESTMENT PAVILION PACKAGES

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U.S. Investment Pavilion Packages	Platinum	Gold	Silver	Bronze
Trade Fair Booth and Services				
Display space within the Pavilion, incl. booth construction	24 m ²	18 m ²	12 m ²	8 m ²
Daily booth cleaning	✓	✓	✓	✓
Use of the exclusive Exhibitor and VIP Area, including drinks and snack service (number of persons per day)	4	3	2	2
Exhibitor passes	5	4	4	2
Registration of co-exhibitors (at additional cost)	max. 3			
Exhibitor passes per co-exhibitor	2			
PR and Marketing Services				
Invitation to Opening Ceremony of HANNOVER MESSE for up to five members of the management board	✓	✓	✓	✓
Unlimited number of tickets for visitors – registration required	✓	✓	✓	✓
Visitor data – ticket registration & usage data	✓	✓	✓	✓
Internet presence at hannovermesse.de	✓	✓	✓	✓
– detailed company profile				
– 5 product descriptions, each categorized in up to 4 product groups, incl. free editorial service				
– unlimited number of additional product descriptions if entries are self-administered online				
Electronic Visitor Information System (EBI)	✓	✓	✓	✓
Market research (visitor behavior)	✓	✓	✓	✓
Visitor recruitment (campaign advice)	✓	✓	✓	✓
Inclusion of your logo in Partner Country event-program	✓	✓	✓	✓
Advertisement in Partner Country event-program	full page	1/2-page		
Logo presentation on large outdoor banners	✓	✓		
Cost	€ 24,500	€ 18,500	€ 12,500	€ 8,500

Booths awarded on “first-come”, “first-serve” basis

EDOs can select 4 booth packages (incl. multiples)

Register by November 30 to ensure availability!

Contracts handled by Deutsche Messe AG

Intended primarily for U.S. small- & medium-sized companies (SMEs)

- Turnkey packages make it easy U.S. companies to secure space
- Hannover Fairs USA (HFUSA) manages logistics
- **Packages start at \$7,560 for 9 sq. meters** (10' x 10') in a row booth
 - *NOTE: advertised exhibiting rates independent of the pavilion are for raw space only, do not include amenities like carpeting, internet, etc., and would require significant coordination by our clients.*
- Exhibitors have access to on-site support, on-demand interpretation, and additional meeting and lounge space in the pavilion
- Increased visibility, signage, TV and press coverage, seminars, discussions
- Enhanced marketing and promotional efforts to potential buyers, partners, international media before and during the show help you to connect directly to 200,000+ attendees
- Turnkey Packages include:
 - ✓ Booth for 9 square meters (10' x 10') in a row booth with wall elements and carpeting
 - ✓ Overhead company name sign and company logo
 - ✓ Furniture package – 1 table, 3 chairs, 1 lockable info counter, 1 barstool, 1 literature rack, 1 waste bin
 - ✓ Overhead spotlights
 - ✓ Electrical receptacle with 2 KW service
 - ✓ Internet connection
 - ✓ 1 company profile listing and 5 product descriptions in online catalog
 - ✓ 2 exhibitor entrance tickets
 - ✓ Unlimited complimentary visitor tickets
- Multilingual Pavilion Concierge
- Interpreter service by appointment
- Pavilion Office
- Shared meeting lounge
- Nightly Cleaning and security

For more information about the Industry Pavilions:

Juanita Harthun. Tel. (704) 333-4886 x224

hannovermesse@trade.gov

PRE-MESSE

- Industry-specific counseling utilizing market intelligence and expertise from across the DOC
- “Know Before You Go” educational webinars
- Internet Presence on ITA & Hannover Messe Website
- Exposure to Potential International Buyers via Worldwide Commercial Service promotional efforts

AT-MESSE

- Executive Market Counseling Program: Receive insights into global industry trends and identify best market opportunities for your product/service through personalized counseling with Commercial Service industry experts
- International Partner Promotion Program: Facilitated introductions to international buyers, distributors and investors
- Numerous networking events are designed to feature the United States, including invitations for U.S. exhibitors to attend the prestigious Opening Ceremony Networking Event and Business Summit
- Whether you are an experienced exhibitor or attending for the first, our team of international trade specialists are available to help maximize your exposure at the show

POST-MESSE

- Follow up support on market entry strategies
- Assistance in developing relationships with leads from the show
- Customized matchmaking services in markets of interest*
- Background checks or vetting potential partners*

For more information about U.S. Company recruitment & export services:

Debora Sykes. Tel. (609) 896-2734. debora.sykes@trade.gov

Ryan Russell. Tel. (412) 644-2817. ryan.russell@trade.gov

Intended primarily for U.S. academia, labs, start-ups, R&D organizations



- **Innovations on a global scale** – Innovative solutions, cutting-edge technology, and new product launches attract highly-qualified professionals from your target sectors worldwide
- **New networks** – Over 200, 000 attendees and 150 delegations from industry, business, academia, and government offer huge potential for developing new partnerships
- **Promising new contacts** – Senior decision-makers with firm project commitments come to Hannover from every continent to invest in new technology
- **Maximum media exposure** – International press conferences, preview events, and over 2,300 journalists from 42 countries in attendance

Topics

- **Sector-Specific Applied Research, e.g.:** Energy/Environment, Automation, Mobility (Road & Railroad Travel, the Aerospace Industry)
- **Cross-Disciplinary Applied Research:** Bionics, Adaptronics, Optical Technologies, Organic Semiconductors, and New Materials
- **Services for R&T:** Financing, Patents, Standardizations, Marketing, Design, Information/Publications, and Networks/Partnerships
- **Technology and Know-How Transfer:** Technology Push (“Solution seeks Problem”) and Market Pull (“Problem seeks Solution”)
- **Innovation Trends in Basic Scientific Research**
- **Marketing of Technologies, Research Locations, and Institutions**

For more information:

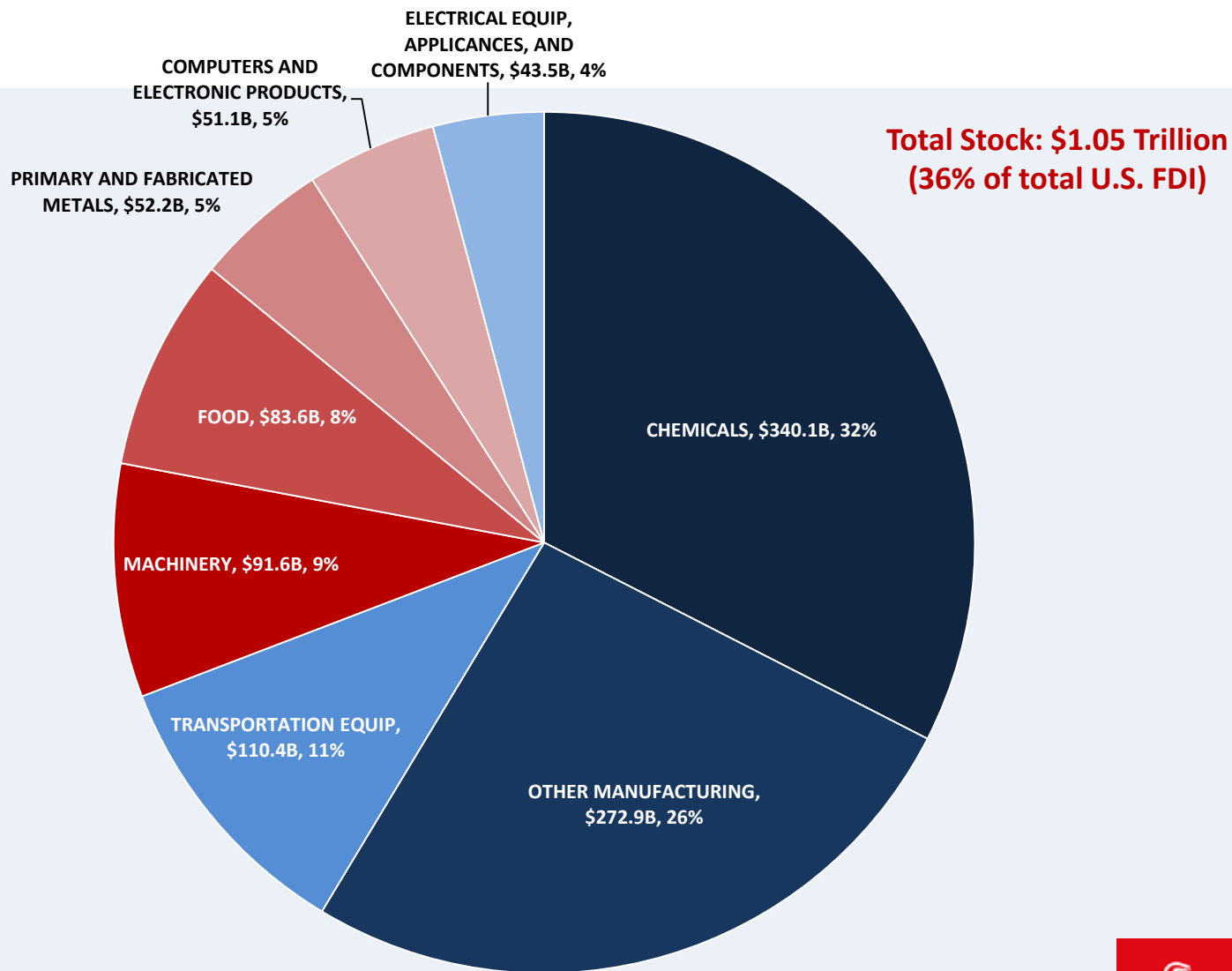
Carla Menendez. carla.menendez@trade.gov

Christina Sharkey. christina.sharkey@trade.gov

- FDI contributes to trade: foreign-owned affiliates in the U.S. account for 21% of all U.S. goods exports
- Foreign-owned affiliates in the U.S. are closely tied to manufacturing. Multinationals (foreign-owned affiliates) that export are typically goods producers
- Manufacturers are major employers. Workers in manufacturing industries make up 10% of U.S. private industry employment
- FDI-supported jobs are concentrated in manufacturing. Foreign-owned affiliates in manufacturing account for 18% of all U.S. manufacturing workers.
- Manufacturing is the largest contributor to U.S. FDI: 36% of total FDI stock (\$1.05 trillion) was invested in manufacturing at the end of 2014. Over 37% of total FDI-supported jobs (5.8 million) are in manufacturing
- Manufacturing FDI has grown faster than FDI in all other industries since 2009
- The U.S. workforce is among the most productive in the world: output per hour is 25% above the average of the world's mature economies
- Manufacturing industries are growth industries: by 20215, it is estimated there will be 2 million jobs available in manufacturing sectors
- For every \$1 in goods produced, the U.S. manufacturing industry returns \$1.37 to the economy. That adds up to \$2.09 trillion dollars

FDI STOCK IN U.S. MANUFACTURING INDUSTRIES (2014)

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FISCAL YEAR 2016 STEP GRANTS

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SBA announces 40 awards from the State Trade and Export Promotion (STEP) program to states and territories to support increased exporting by small businesses.

- If you [EDDO] identified Hannover Messe in your STEP application, you can apply that \$ to HM16.
- If not, If you have an approved Stipend Program, you may be able to allocate part of your FY16 STEP grant to HM16.
- Contact your local SBA office for details:
<http://tinyurl.com/n dzg4r4>

State	Award	State	Award
Alabama	\$115,251	Nebraska	\$300,570
Arkansas	\$207,535	Nevada	\$300,000
California	\$747,781	New Hampshire	\$199,878
Colorado	\$195,938	New Jersey	\$498,000
Connecticut	\$350,000	New Mexico	\$193,700
Delaware	\$276,741	New York	\$663,893
Hawaii	\$750,000	North Carolina	\$746,800
Idaho	\$346,708	North Dakota	\$287,694
Illinois	\$685,855	Ohio	\$700,000
Iowa	\$190,000	Oregon	\$450,000
Kansas	\$296,533	Pennsylvania	\$698,613
Kentucky	\$400,000	Puerto Rico	\$288,650
Maine	\$161,048	Rhode Island	\$373,000
Maryland	\$518,413	South Carolina	\$349,218
Massachusetts	\$500,000	Utah	\$395,000
Michigan	\$750,000	Vermont	\$174,461
Minnesota	\$564,132	Virginia	\$578,500
Mississippi	\$540,100	Washington	\$747,300
Missouri	\$599,000	West Virginia	\$200,000
Montana	\$347,688	Wisconsin	\$712,000

The FY16 awards help states to assist small businesses with export related activities or other export initiatives that are in line with the objectives of the program.

These objectives include participation in foreign trade missions.

<http://www.sba.gov/news>

[Click Here for Hannover Fair Promotional Videos](#)

EVENT DATES

April 24-29, 2016

LOCATION

Hannover, Germany

PARTICIPATION FEE

U.S. Industry Pavilion Prices Start at \$7,560
Investment Pavilion Prices Start at ~ \$9,000

WEBSITE

<http://trade.gov/events/hannovermesse/>

CONTACT DETAILS

Industry Pavilions:

Email juanita.harthun@trade.gov or call (704) 333-4886 x224

U.S. Investment Pavilion:

Email david.campbell@trade.gov or call (202) 482-4750

Email rounds@gaccmidwest.org or call (312) 494-2163 [German American Chambers of Commerce]

U.S. Company Recruitment / Export Services:

Email debora.sykes@trade.gov or call (609) 896-2734

Email ryan.russell@trade.gov or call (412) 644-2817

U.S. Research & Technology Pavilion:

Email carla.menendez@trade.gov or call (410) 962-4534

Email christina.sharkey@trade.gov

